

Message Text

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PAGE 01 TAIPEI 04618 01 OF 02 180929Z
ACTION EA-12

INFO OCT-01 ISO-00 EB-08 MMO-01 ICA-20 /042 W
-----068468 180933Z /15

R 180901Z JUL 78
FM AMEMBASSY TAIPEI
TO SECSTATE WASHDC 8183
INFO USDOC WASHDC

UNCLAS SECTION 01 OF 02 TAIPEI 04618

COMMERCE FOR ITA/BED/OIM/EA ROBERT KELLY
AND WASHINGTON COMMERCIAL ACTION GROUP

E.O. 11652: N/A
TAGS: BEXP, TW
SUBJECT: CCP FY-78 THIRD QUARTER REPORT
REF: A) STATE 146135 B) TAIPEI 2581

1. AS INDICATED IN THE SECOND QUARTER REPORT, ROUTINE COMMERCIAL WORK HAS BEEN RUNNING AT A HIGH RATE AND THIS CONTINUED TO BE THE CASE IN THE THIRD QUARTER. IN FACT, A LARGE SURGE IN WTDR REQUESTS RECEIVED IN JUNE RESULTED IN A BACKLOG AND POSTPONEMENT OF THE FTI UPDATING (REPORTED IN TAIPEI 4018). THE FINAL TALLY FOR JUNE WAS 65 WTDR REQUESTS, OF WHICH 50 ARRIVED IN THE SECOND HALF OF JUNE. THE POST IS NOW HOPEFUL THAT THE INFLUX OF WTDR'S WAS A ONE-TIME PHENOMENON TRIGGERED BY THE EXTENSIVE PUBLICITY AND COVER STORY ON TAIWAN IN THE JUNE 5 ISSUE OF "COMMERCE AMERICA." THE TALLY FOR THE THIRD QUARTER IN TERMS OF REQUESTS RECEIVED IS AS FOLLOWS (WITH SECOND QUARTER IN PARENTHESIS): WTDR'S 155 (90) AND ADS 26 (24). THESE FIGURES ARE DIFFERENT FROM SECOND QUARTER REPORT (REFTEL B) WHICH REFLECTED WORK COMPLETED. IN ANY EVENT, THE WORKLOAD HAS BEEN CONSIDERABLY IN EXCESS OF THE CCP PROJECTIONS FOR FY 78 OF 360 WTDR'S AND 50 ADS. PRODUCT MARKETING SERVICE (PMS) REQUESTS,
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WHICH IN 1977 WERE VIRTUALLY NONEXISTENT, HAVE BECOME A MORE SIGNIFICANT FACTOR IN THE SECOND AND THIRD QUARTERS, AMOUNTING TO ONE AND THREE VISITS, RESPECTIVELY. IN ADDITION, COMMERCIAL SECTION HAS DEVOTED CONSIDERABLE TIME TO HANDLING WASHINGTON-GENERATED REQUESTS AND POST-INITIATED REPORTING ON MAJOR PROJECTS AND PRODUCT OPPORTUNITIES FOR NATIONAL TAIWAN UNIVERSITY COLLEGE

OF MEDICINE, LNG REGASIFICATION, MAGNESIUM TENDER, ZINC SMELTER, KEELUNG PORT SECOND HARBOR ENTRANCE, PLAIN-PAPER COPYING MACHINES, BUSES, ELECTRONIC BANKING, AND LETTER SORTING MACHINES.

2. EMBASSY SUBMITTED VOLUMINOUS INFORMATION ON CETDC MACHINE TOOL MISSION IN TAIPEI 1520 AND 1407 PER INSTRUCTIONS IN USDOC 4357 WHICH WAS TO BE PASSED ON TO THE NATIONAL MACHINE TOOL BUILDERS ASSOCIATION, BUT RESULTS ACHIEVED HAVE NEVER BEEN COMMUNICATED TO EMBASSY.

3. PARA 3 OF REFTTEL A QUESTIONED THE VOLUME OF TRADE OPPORTUNITIES GENERATED BY THE POST. THE COMMERCIAL ATTACHE IS A STRONG ADVOCATE OF HIGH-QUALITY TRADE OPPORTUNITIES, A SENTIMENT SHARED BY ART RICE, THE DIRECTOR OF THE TOP PROGRAM. HAVING HAD THE UNIQUE OPPORTUNITY OF WORKING WITH US FIRMS IN A DISTRICT OFFICE, THE COMMERCIAL ATTACHE HAS EXPERIENCED AT FIRST HAND THE DISTASTE OF EXPORT MANAGERS OF US COMPANIES FOR LOW QUALITY TO'S. MANY DISTRICT OFFICE TRADE SPECIALISTS HAVE OVER THE LAST FEW YEARS COMPLAINED TO OED THAT ASSIGNING THE FOREIGN SERVICE QUOTAS OR MANAGEMENT-BY-OBJECTIVE GOALS RESULTS IN A FLOOD OF RUN-OF-THE-MILL TRADE LEADS BEING GENERATED AND SENT IN AS TO'S.

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AS A RESULT OF THIS EXPERIENCE, COMMERCIAL ATTACHE HAS REALIGNED PRIORITIES IN TAIPEI. "HIGH-QUALITY" TRADE OPPORTUNITIES (TO'S) ARE NOW THE PRIMARY GOAL AND ARE DEFINED AS TRADE LEADS WITH SUBSTANTIAL VALUE DONE FOR FIRMS KNOWN TO BE REPUTABLE, WITH THE PRODUCTS IDENTIFIED BY PRECISE 7 DIGIT SIC CODES AND WITH A THUMBNAIL SKETCH OF THE MARKET PROSPECTS AND THE FIRM'S BONA FIDES. SUCH HIGH QUALITY TO'S ARE TIME CONSUMING, AS THEY INVARIABLY INVOLVE A PERSONAL INTERVIEW WITH THE INTERESTED FIRM.

THE 240 ESTIMATE FOR TO'S IN THE FY 78 CCP WAS FORMULATED BY THE PREVIOUS COMMERCIAL OFFICER AND ATTACHE. BY THE END OF THE THIRD QUARTER, 36 PRIVATE TRADE OPPORTUNITIES AND 13 FOREIGN GOVERNMENT TENDERS HAD BEEN SUBMITTED FOR THIS FISCAL YEAR. WE ONLY WISH WE HAD THE PERSONNEL TO DO MORE AND, AT THE SAME TIME, KEEP UP WITH WASHINGTON-GENERATED REQUESTS. THE PROJECTION FOR TO'S SET IN THEFY 1979 CCP, NAMELY 60 HIGH QUALITY PTO'S AND FGT'S SEEMS A REALISTIC GOAL FOR FY 1978 AS WELL.

4. IN SUPPORT OF CCP ACTIVITY 5 (VSMF PROMOTION), THE POST MOVED THE VSMF MACHINE OFFSITE, FIRST TO THE ICA

BRANCH LIBRARY IN KAOHSIUNG, AND THEN TO TAINAN FOR INCLUSION IN THE POST'S "COMMERCIAL PRESENCE" BOOTH AT THE INDUSTRIAL DEVELOPMENT BUREAU-SPONSORED LOW-COST AUTOMATION SHOW. AT THAT SHOW, IN SUPPORT OF CAMPAIGN 4 (MACHINE TOOLS) VTRS FEATURING MACHINE TOOLS WERE SHOWN AT THE EMBASSY'S INFORMATION CENTER (TAIPEI 4304). FROM THE NUMEROUS TRADE LEADS DEVELOPED, SIX HIGH-QUALITY PTO'S WERE SUBMITTED. THE VSMF WAS ALSO MOVED OFFSITE

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INFO USDOC WASHDC

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TO THE USTC'S HIGHLY SUCCESSFUL EIPT AND CONSTRUCTION EQUIPMENT SHOWS. UNGER

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